



WUNDERWORX
A D B U Y I N G M A D E S I M P L E

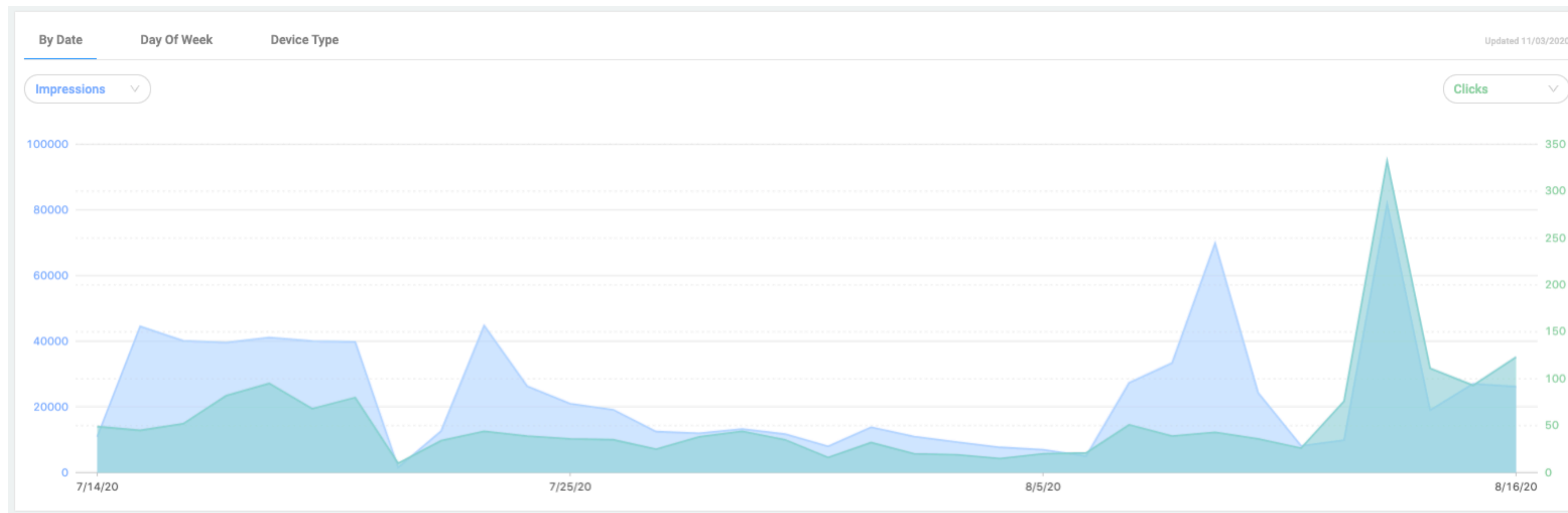
ANOTHER CANNABIS PROGRAMMATIC ADVERTISING CASE STUDY



A PROGRAMMATIC ADVERTISING CANNABIS RETAILER CASE STUDY

THE OPPORTUNITY

A California-based cannabis retailer wanted to build **brand awareness** promoting their **rebranding** by promoting their **delivery services** throughout Los Angeles. The client ran a **30-day trial run** of **programmatic advertising**. Our strategy was to **geo-frame all competing dispensaries** and perform a **365-day look back** to capture consumers that were pre and post covid outbreak periods. The client wanted to use many different ad sizes and content throughout their campaign to run A/B tests in order to maximize the ROAS (Return On Ad Spend).



THE RESULTS

820,063
impressions served

18,884
engaged clicks

49,605
users retargeted

\$5,500
revenue generated

\$5,000
spend

KEY RESULTS



110%
RETURN ON AD SPEND

.23%
CLICK THRU RATE

\$204
AVERAGE ORDER VALUE

